CHILTON'S COMMERCIAL CARRIER JOURNAL

CCJ

FOR PROFESSIONAL FLEET MANAGERS DECEMBER 1991

Point Counterpoint

Motor Carrier Safety Ratings

********** 5-DIGIT 20814
CJ -
177
STATISTICAL REFERENCE IDX
CONGRESSIONAL INFO SERV
S R I ACQUISITIONS
4520 EAST WEST HIGHWAY
BETHESDA MD 20814-3389

Published Continuously Since 1911

CCJ

VOLUME 148 NUMBER 12 DECEMBER 1991

FEATURES

40 POINT/COUNTERPOINT: CARRIER SAFETY RATINGS: DO THEY WORK?
Some folks say carrier safety ratings issued by the DOT are worthless. But others strongly disagree. So let the battle begin...between CCJ staffers Rich Cross (acting as devil's advocate) and Parry Desmond (acting as safety advocate).

45 PRODUCT EVALUATION: WESTERN STAR 4964F
At first glance, Western Star's custom-looking 4964F might seem an unlikely candidate for fleet service. But after a closer look, CCJ's Product Evaluation team found more than just a pretty face.

49 AHEAD OF THE CROWD: 1991 PRODUCT LEADERS
Fleets consume vast amounts of tires, fuel, parts, etc., that fill the pages of CCJ's Products & Services section. In each issue, one or two items earn the label "unique" and attract the attention of a large number of readers. Here are the products that stired the most interest in the past 12 issues.

COLUMNS

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OMC TO STREAMLINE SAFETY RULES AND REGS – Few would dispute the need to take a fresh look at federal motor carrier safety requirements and, in effect, start over.

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IS GOOD FOR THE GOOSE, GOOD FOR THE GANDER? – When CEOs were asked if deregulation of trucking was good or bad for the U.S. economy, their responses were split almost evenly.

37 SAFETY & ENVIRONMENT
HOW TO HELP YOURSELF AND YOUR COMPANY – Want to stay on top of DOT's and EPA's newest regulations? Consider joining the Safety Management Council of ATA.

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TRACKING FOR DOLLARS – for many U.S. carriers, satellite positioning and communication technology have revolutionized commercial transport. And it promises only to get better.

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Waste Oil

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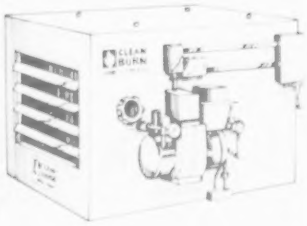

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IN THE NEXT ISSUE

Readers of Paul Richards' January cover story on how to rebuild foundation brakes will learn there's more to a brake job than swapping shoes.

The photo essay will show why the process of relining reveals how the conditions of all the brake components explain reasons for premature lining wear, prior or current brake problems, and problems around the next corner.

The issue also will include the latest ASIA Heavy Duty Distributor Fleet Product and Service Directory.

The directory lists some 500 companies which specialize in new, rebuilt and/or remanufactured replacement parts and equipment. □

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COMMERCIAL CARRIER JOURNAL (ISSN 0734-1423), one of the publications owned by CHILTON COMPANY, is published monthly at Chilton Way, Radnor, Pa. 19089. Chilton Company is a division of American Broadcasting Companies, Inc. New York, N.Y. Subscription price: United States and its possessions, $40.00 a year; single copies are $5.00 a copy with the exception of special issues (April, July, October) which are $10.00 each. Canada and all other countries are $75.00 a year, payable in advance. Second Class Postage paid at Wayne, Pa. 19089 and additional mailing offices.

Postmaster: Send form 3579 to Commercial Carrier Journal, Box 2045, Radnor, Pa. 19089.

Canadian GST Registration Number: R125906743
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Chilton

BUSINESS MAGAZINES/ MARKETING SERVICE/ BOOKS

***CHILTON COMPANY,** one of the Capital Cities/ABC Publishing Companies, Diversified Publishing Group*

Logistics survey shows customer service still weak

American companies reportedly are making strides toward upgrading customer service and quality improvement. But, according to a study commissioned by the Council of Logistics Management, about 90% of U.S. firms still have problems delivering materials and products to customers along the supply chain.

The study, entitled *Improving Quality and Productivity in the Logistics Process*, was conducted by A.T. Kearny Inc. Based on the survey of 450 manufacturers, distributors, retailers and their customers, Patrick Byrne, Kearny vice president, says management should draw four conclusions from the study:

1. Customer satisfaction is the strategy for the 1990s.

Logistics Service Level Improvements
(Service Failures per Million Occurrences)

	Survey Average		Most Successful Companies	
Service Dimension	1990 Actual	1995 Goal	1990 Actual	1995 Goal
On-time deliveries	84,000	30,000	10,000	1,000
Order completeness	104,000	50,000	41,000	10,000
Invoice accuracy	57,000	21,000	10,000	0

Based on A.T. Kearney survey of 450 suppliers and customers

2. The quality of service a company provides is the differentiating factor in satisfying customers.

3. The logistics process—the management of the flow of materials from the raw material source to the ultimate consumer—will drive service quality.

4. The chief operating officer must lead the logistics process.

Two-thirds of the survey participants have formal quality and productivity improvement programs in place. But only 55% of their improvement processes include their logistics performance.

Thus, claims Byrne, 45% of the participants "are already at a disadvantage if they compete on customer service. If they do not act soon, they may fall so far behind that they can never recover."

However, the study revealed that many suppliers are getting their logistics act together. Participants' late deliveries dropped 55% between 1985 and '91. The late delivery figure for 1985-1995 is expected to decline by 84%.

Copies of the report can be purchased from: Book Sales Dept., Council of Logistics Management, 2803 Butterfield Rd. #380, Oak Brook, Ill. 60521, 708-574-0985. □

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%Ride Improvement	Response
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25-50%	29.7%
50-75%	35.2%
75-100%	13.7%
100%+	4.4%
N/A	3.3%

Cab Maintenance Savings

% Savings	Response
10-20%	33.3%
20-30%	36.4%
30-40%	12.1%
40%+	18.2%

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Correction

The Typo Gremlin crept into the chart that was part of the Routing and Dispatching software feature published in CCJ's October issue. It was incorrectly noted that the Routronics 2000 system marketed by Carrier Logistics, Rye Brook, N.Y., 914-939-3900, is for truckload fleets. Wrong! That system is for less-than-truckload carriers. □